

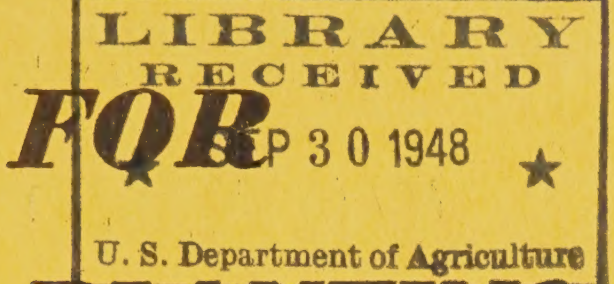
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AUG. 27, 1948
OFFER NO. 12

LAWN SEED



FALL PLANTING

WHOLESALE PRICE LIST
FOR
LANDSCAPE GARDENERS & CONTRACTORS



50 lbs. \$33.50 100 lbs. \$65.00
500 lbs. \$292.50

HERBST BROTHERS

WHOLESALE SEED SPECIALISTS
SINCE 1876

92 Warren St. New York 7, N. Y.
Phone: BArcley 7-8475

LAWN SEED MIXTURES

**F. O. B. New York. Net cash.
SUBJECT TO MARKET FLUCTUATIONS**

LANDSCAPE

GARDENERS'

SPECIAL LAWN SEED MIXTURE

ANALYSIS

30% Kentucky Blue Grass, 12% Chewings
Fescue, 36% Red Top, 10% Perennial Ryegrass,
10% Common Ryegrass, 2% White
Clover.

(may also be had without Clover)

No doubt the most notable lawn seed mixture
ever introduced especially for the landscape
gardener.

It has found favor without exception wherever
used. A formula which will produce a beautiful,
smooth and permanent turf. Suitable for sunny
and partly shaded areas.

PACKED IN PLAIN BURLAP BAGS

50 lbs. \$33.50

100 lbs. \$65.00

500 lbs. \$292.50

PACKED IN PRINTED 5 LB. BAGS

To facilitate handling on small jobs or resale to your
trade, we can also furnish this mixture in printed 5 lb.
bags as illustrated on front cover.

50 lbs. \$36.00

100 lbs. \$69.50

500 lbs. \$312.50

Ask us about bags imprinted with your name

HERBST BROTHERS

92 Warren St., New York 7, N. Y.

92 WARREN STREET
NEW YORK 7, N. Y.

August 27, 1948

Dear Friends:

It is with regret that we must announce a general increase in prices of all our lawn seed mixtures.

This year's crops of all grasses are very short; in the case of Red Top there is an almost complete crop failure. The cost of good, clean seed has, therefore, advanced tremendously; for instance Kentucky Blue Grass is up over 100%, Red Top 200%, and others, naturally have followed the trend.

In order to avoid higher list prices others have cheapened the formulas for their mixtures lowering the percentage of perennial seed which they replace with cheap annual grasses. We feel our customers do not want us to sacrifice quality for price.

Therefore, no matter what the price is, NOT ONE OF OUR STANDARD LAWN SEED MIXTURES WILL BE CHANGED.

We realize that in some cases you may not be able to afford to use our regular mixtures on jobs that do not require expensive seed. For such purposes, we offer you a brand new formula, known as

NEW ECONOMY LAWN SEED MIXTURE

Analysis for Sunny Lawns: 20% Kentucky Blue, 20% Chewings Fescue, 10% Red Top, 15% Common Rye, 35% Perennial Rye.

Price: \$25.50 per 50 lbs, \$49.00 per 100 lbs, \$220.50 per 500 lbs.

Analysis for Shady Lawns: 40% Chewings Fescue, 20% Creeping Red Fescue, 25% Red Top, 15% Perennial Rye.

Price: \$34.50 per 50 lbs. \$67.00 per 100 lbs, \$301.50 per 500 lbs.
f.o.b. New York. Net Cash.

This mixture contains only highly recleaned seed. The only difference is that it will make a somewhat coarser lawn. If we were not sure that it will give good results, we would not offer it to you.

We hope that you will bear with us thru these difficult times and that we may continue to enjoy your patronage.

Yours very truly,

HERBST BROTHERS

Price: \$32.20 per 20 lbs. \$4.00 per 100 lbs. \$80.20 per 1000 lbs.
Perennial Ryegrass.

Price: \$34.50 per 20 lbs. \$4.70 per 100 lbs. \$94.00 per 1000 lbs.
Rye, 25% Berseem Rye.
Residue, 10% Berseem, 10% Clover, 10% Common.
Varieties for 2000 lbs. 20% Kentucky, 10% 20% Cereals

W E M E C O M Y T A M I 2 E E D W I X L N E

This mixture contains only highly selected seed. The only difference between this and the other mixtures known is that it has only Legume mixtures on top and no other legumes added.

We realize that in some cases you may not be able to afford to mix seed with you, with us there are these difficult times.

W E M E C O M Y T A M I 2 E E D W I X L N E
Therefore, no matter what the price is, not one of our standard mixtures is very high.

do not want us to sacrifice quality for price.

When they receive with seed and other grasses, we feel that customers will be able to get the best of both worlds. We feel that the best of both worlds is to get the best of both worlds. We feel that the best of both worlds is to get the best of both worlds.

LAWN SEED MIXTURES

F. O. B. New York. Net cash.

SUBJECT TO MARKET FLUCTUATIONS

SUNNY BEST BENT MIXTURE

Produces a velvety smooth turf. Preferred by those who insist on bent grass.

Analysis: 10% Astoria Bent, 5% Highland Bent, 15% Colonial Bent, 35% Kentucky Blue Grass, 35% Red Top.

50 lbs.
\$44.00

100 lbs.
\$86.00

500 lbs.
\$387.00

SUNNY SPECIAL MIXTURE

Used extensively for playgrounds and parks as it withstands hard wear.

Analysis: 20% Kentucky Blue Grass, 43% Red Top, 25% Common Ryegrass, 10% Perennial Ryegrass, 2% White Clover.

50 lbs.
\$29.50

100 lbs.
\$57.00

500 lbs.
\$256.50

SHADY BEST MIXTURE

The ideal formula for dense shade.

Analysis: 35% Chewings Fescue, 15% Creeping Red Fescue, 15% Poa trivialis, 35% Red Top. These are all shade tolerant grasses.

50 lbs.
\$40.00

100 lbs.
\$78.00

500 lbs.
\$351.00

CONTRACTORS' SPECIAL MIXTURE

An economical, fast growing mixture for improving unsightly lots or establishing quick lawns on new developments.

Analysis: 10% Kentucky Blue Grass, 25% Common Ryegrass, 15% Red Top, 50% Timothy.

50 lbs.
\$19.50

100 lbs.
\$37.00

500 lbs.
\$166.50

NEW ECONOMY MIXTURE

Produces a good lawn, somewhat coarser than our more expensive mixtures. Well worth the price.

FOR SUNNY LAWNS

50 lbs.
\$25.50

100 lbs.
\$49.00

500 lbs.
\$166.50

FOR SHADY LAWNS

50 lbs.
\$34.50

100 lbs.
\$67.00

500 lbs.
\$301.50

HERBST BROTHERS

92 Warren St., New York 7, N. Y.

STRAIGHT GRASSES

Prices are subject to market fluctuations and change without notice. Terms: F. O. B. New York. Bags included, gross for net.

CLOVER

	5 lbs.	25 lbs.	100 lbs.
White Dutch Clover	\$6.65	\$26.55	\$85.00
Wild White Clover	9.80	39.10	125.00

RYE GRASS

Common Rye	1.15	4.60	14.75
Perennial Rye	1.60	6.25	20.00

FESCUE

Alta Fescue	5.10	20.30	65.00
Chewings Fescue	5.00	19.55	62.50
Creeping Red Fescue	5.00	19.55	62.50

BENT

Astoria Bent	7.30	29.25	93.75
Colonial Bent	7.30	29.25	93.75
Highland Bent	6.85	27.35	87.50
Seaside Bent	7.80	31.25	100.00

RED TOP

Red Top 92/90	5.85	23.40	75.00
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BLUE GRASS

Kentucky Blue 21 lb.	5.60	23.40	75.00
Poa Trivialis (Rough Blue)	9.80	39.10	125.00

MISCELLANEOUS

Timothy	1.40	5.50	17.50
others quoted on request			

IMPORTANT

Prices of lawn seed have increased as much as 100% because of the short crops of Kentucky Blue Grass, Red Top and other fine grasses.

We have absorbed as much of this increase as was possible. We have not cheapened any of our formulas by adding inferior ingredients.

You will continue to receive the same high quality seed as in the past.

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